PANAFRICA CHRISTIAN UNIVERSITY
BUS3133 STRATEGIC MANAGEMENT EXAMINATIONS.

EXAM DATE:

TIME:

INSTRUCTIONS

- Read all questions carefully before attempting.
- Answer FOUR Questions Only
- Write your student number on the answer booklet provided.

QUESTION ONE

a) Organizational goals differ from organizational objectives. Explain (4marks)

b) Explain the **three** levels at which strategy is formulated in an organization. (6 marks)

QUESTION TWO

a) Explain any two economic factors that influence strategy formulation. (4 marks)

b) Describe the three Generic strategies as identified by Michael porter. (6 marks)

QUESTION THREE

a) Explain the following terms

i. Distinctive competencies (2marks)

ii. Company resources (3marks)

b) Explain the concentration strategy as an organizational growth strategy. (5 marks)

QUESTION FOUR

a) Highlight the importance of strategic management (2marks)

b) Explain how the BCG model is used as a basis for which Companies determine the choice of strategy to adopt (8 marks)

QUESTION FIVE

a) Discuss any two stability strategies applicable in a weak competitive position of a company. (4 marks)

b) Using relevant examples explain the two major types of diversification strategies (6 marks)

QUESTION SIX

Describe the five forces model by Michael porter as used to determine the intensity of competition, profitability and attractiveness of an industry. (10 marks)